

Don't expect to find Target in the Vista Ridge Shopping Center in March.

It's a moving Target.

On March 10, Target Stores officials will celebrate the opening of a 174,000-square-foot SuperTarget on the east side of Interstate 35E off Hebron Parkway.

"It's a natural progression for us," said Brie Heath, a spokeswoman for Target Stores, based in Minneapolis. "We're in a very aggressive growth stage right now."

The new store at 725 Hebron Parkway will employ 500 people, up from the 230 employed at the store at 2325 S. Stemmons Freeway, she said.

Target officials indicated in a memo to the Texas Workforce Commission that the Vista Ridge Target store would close March 5. The employees would be offered positions at the new store or other locations, the memo said.

The new store will bring in more sales tax dollars for Lewisville at a time when added revenue is welcome in the depressed economy, said Zane Miller, the city's economic development manager.

"We're expecting a sales tax increase from the larger store adding a grocery store," he said.

Target's move to the city's southeast side will give residents of the new apartment complexes along Hebron Parkway and Carrollton's northern neighborhoods easier access to a store, he said. Residents have had to cross the interstate or drive east to Josey Lane for major purchases.

Land at Hebron Parkway and Lakeside Circle around the SuperTarget probably will develop into additional retail stores, Mr. Miller said.

The move creates the second large vacancy in the Vista Ridge Shopping Center. But Mr. Miller said the voids left by The Home Place and Target probably will be filled soon.

"Obviously, we have to pay special attention to the vacancy rate in a shopping center complex like that," he said. "Although, we're not extremely concerned just because there are some retail chains that are not in the Lewisville area yet."

He pointed to the Centex retail shopping center, under construction at I-35E and State Highway 121, with Ultimate Electronics as its anchor. "It's what we've seen as pretty consistent in the past three or four years.

Retail opportunities in that whole Vista Ridge Mall area are growing."

Target has 62 SuperTarget stores in 14 states, with plans to have more than 200 by 2010, officials said.

This story also appears in the Denton Record-Chronicle.